SuperStore Sales Dashboard (2019-2020)

Region Central West East South

Sales by Category

451.51K

Sales by segment

Consumer Corporate

7,53,002

5,09,743

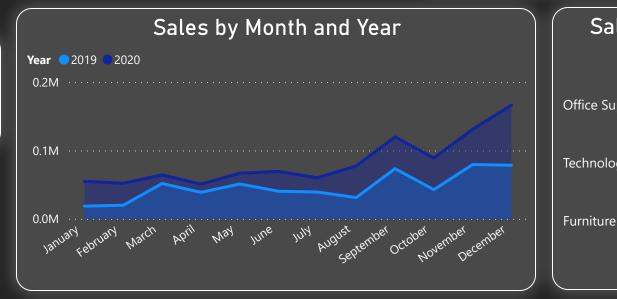
Home Office

Sales

1.6M

Profit

175K



Office Sup... 643.71K Orders Technology 470.59K

5.9K

Returns

287

Avg shipping

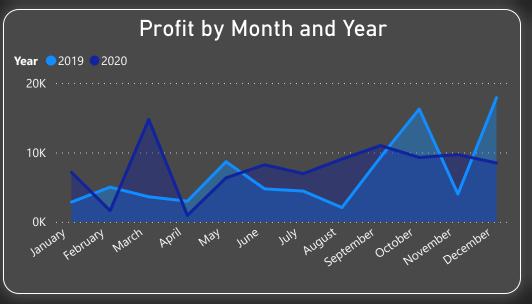
customers

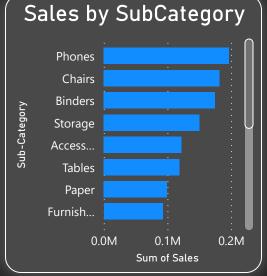
Products

1.8K

Quantity

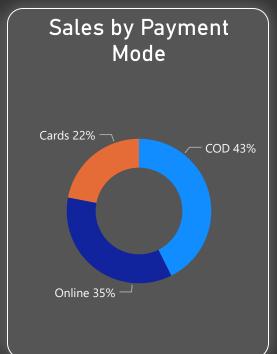
22.3K

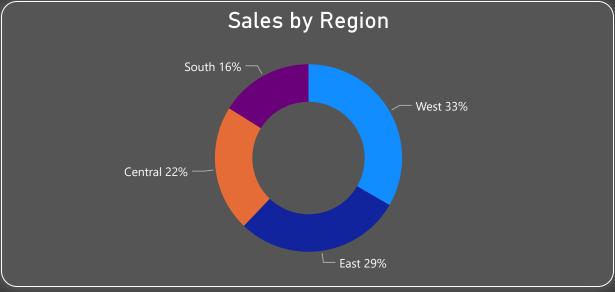












Top10 Most ordered products					
Product Name	Count of Order ID ▼	Sum of Quantity	Sum of Sales		
Easy-staple paper	27	89	2,770.73		
Staples	24	124	2,189.07		
Staple envelope	22	73	2,031.94		
Staples in misc. colors	13	60	2,197.16		
Chromcraft Round Conference Tables	12	59	8,080.05		
Staple remover	12	41	1,352.51		
Storex Dura Pro Binders	12	49	1,009.42		
Avery Non-Stick Binders	11	43	636 13		



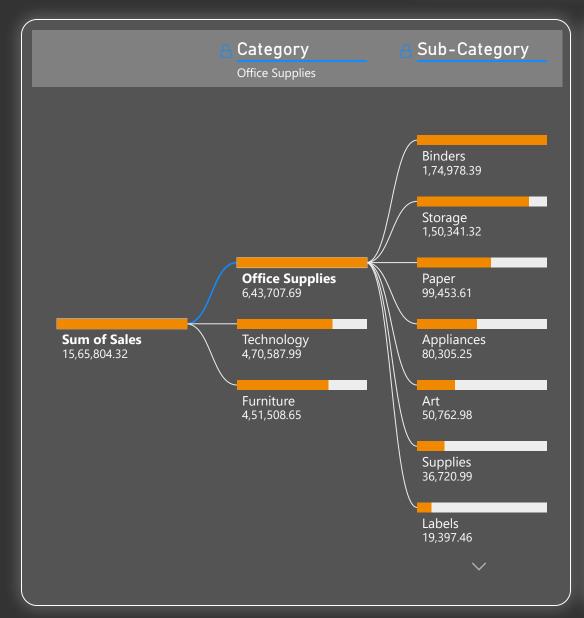


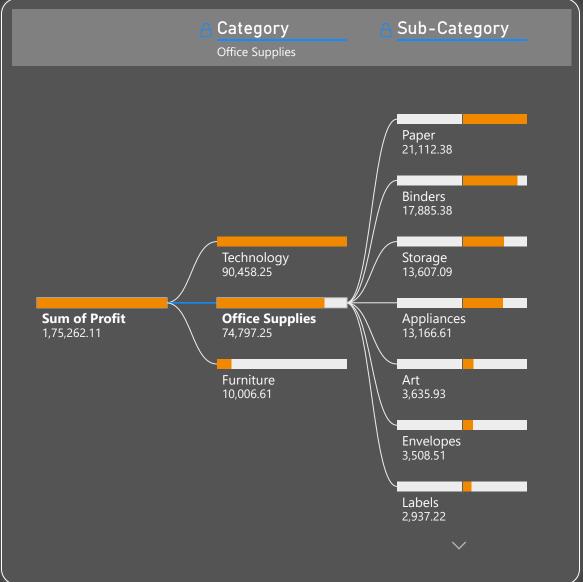
Top10 Frequent customers						
	Customer ID	Count of Order ID ▼	Sum of Quantity	Sum of Sales		
	EP-13915	27	113	7,230.63		
	EH-13765	25	89	9,542.99		
	PP-18955	25	110	4,546.63		
	SV-20365	25	88	10,751.15		
	PK-19075	24	101	8,812.05		
	16 16070	າວ	വ	2 150 72		

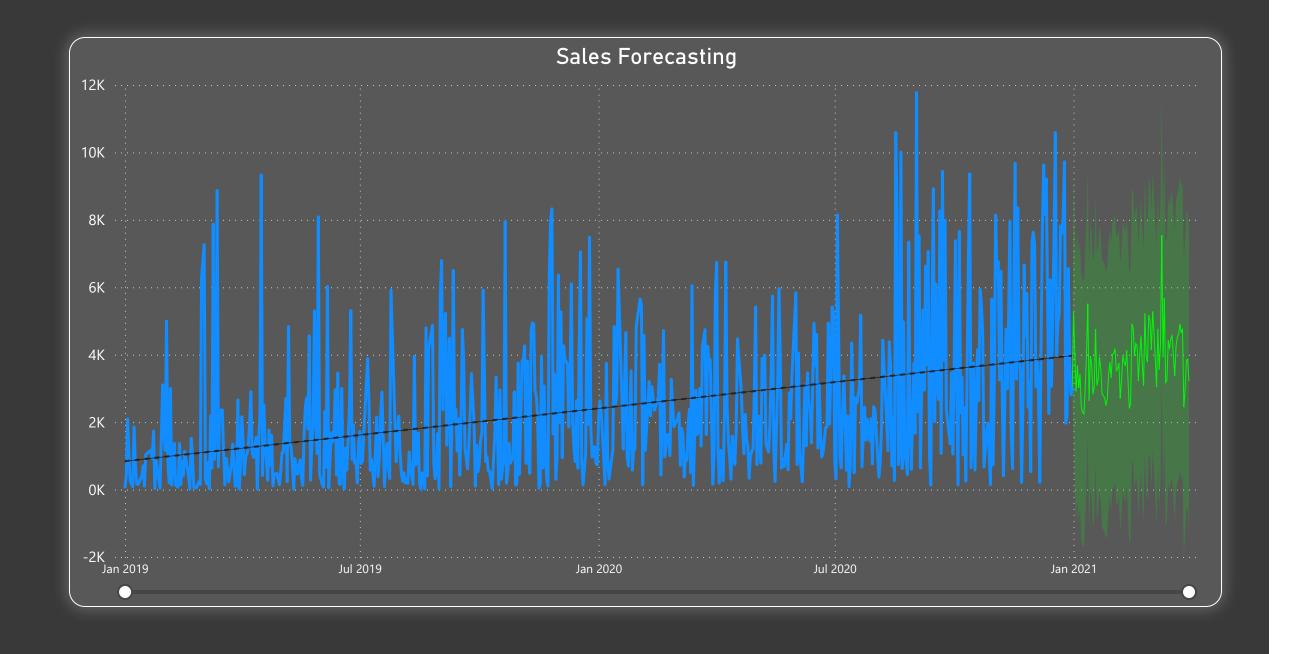
Top 10 products						
Product Name	Sum of Sales ▼	Sum of Profit				
3D Systems Cube Printer, 2nd Generation, Magenta	14,334.89	3,717.97				
Canon imageCLASS 2200 Advanced Copier	14,076.82	25,199.93				
Hewlett Packard LaserJet 3310 Copier	13,837.73	6,407.89				
GBC DocuBind TL300 Electric Binding System	12,890.26	2,753.76				
GBC DocuBind P400 Electric Binding System	12,577.11	762.15				
Samsung Galaxy Mega 6.3	12,370.71	1,696.76				
Martin Yale Chadless Opener Electric Letter Opener	12,268.90	-1,232.56				

Top10 customers by sales						
Customer ID	Sum of Quantity	Count of Order ID	Sum of Sales ▼			
CJ-12010	83	20	11,596.97			
KF-16285	61	16	10,941.27			
SV-20365	88	25	10,751.15			
HW-14935	76	18	10,074.93			
EH-13765	89	25	9,542.99	ı		
BS-11365	18	5	9,199.78			
DV 1007F	101	24	0.010.05			

Sales and Profit Breakdown







Insights

Total Sum of Sales was higher for 2020 (10,01,124.79) than 2019 (5,64,679.54).

September is the month where profits are same for 2019 & 2020

Sum of Sales for 2020 and 2019 diverged the most when the Month was December, when 2020 were 87,786.81 higher than 2019.

Phones accounted for 12.55% of Sum of Sales.

COD accounted for 42.62% of Sum of Sales.

California had the highest Sum of Profit and was 450.70% higher than Texas, which had the lowest Sum of Profit at -14,078.16.

Sales started trending up on Thursday, August 13, 2020, rising by 157.23% (5,769.05) in 1.30 months.

Sum of Sales jumped from 3,669.16 to 9,438.21 during its steepest incline between Thursday, August 13, 2020 and Tuesday, September 22, 2020.